

CATHEDRAL CITY MARQUEE

A Publication of the City of Cathedral City Economic Development Office
Cathedral City, California ▲ www.cathedralcity.gov

MARY PICKFORD THEATRE DAZZLES MOVIE GOERS

It's "two thumbs up" for the Mary Pickford Theatre and Experience which opened in the summer of 2001 to rave reviews.

Spiraling staircases to the mezzanine, chandeliers, cathedral ceilings, luxurious stadium seating and almost "four feet for your two feet" in the aisles combine with THX sound and curved screens to create a vintage experience in state-of-the-art sight and sound.

Singer/actor Howard Keel cut the ribbon on behalf of Beverly Rogers, who is carrying on the legend of the star of the silver screen.

"In all my years in the movie business, dating back to 1957, I've never been involved with a theater as elegant and outstanding as this one," said Dan Tocchini, president of North American Cinemas, operator. "It is one of the top theaters in Southern California."

The 14-screen theater features curved rows of stadium seating, tiled lobby, private reception areas, balconies and an exhibit featuring memorabilia of the actress.

Custom features include wooden railings, high-back seats, gilded frames for display cases, and specially designed sconces and drapes inside the auditoriums.

Kyle Conner, vice president/general manager of the Theatre Services Group of North American Cinemas, operator of the facility, designed an extra wide seat that gently rocks back and forth especially for this theater. Each seat has a curved back that permits the patron to rock in the seat without bumping into the riser behind him/her.

The auditoriums range in size from 120 to 400 seats and one has a stage for live performances.

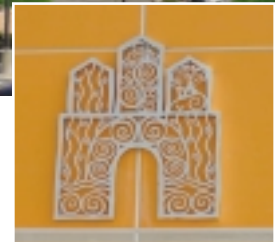
The city's new parking structure west of the Civic Center provides over 1,100 parking spaces for patrons of the theater and other businesses.

Mary Pickford won the first Academy Award, in 1929. She began performing on Broadway as a child, and since the age of six, supported her mother and sister. Even though she had very little formal schooling, she was an astute businesswoman and was one of the founders of United Artists.

The downtown core is named after Pickfair, the Beverly Hills estate where the actress lived and entertained fellow celebrities and movie moguls in the 1920s, 30s and 40s. ▲



Mary Pickford Theatre is a vintage experience in state-of-the-art sight and sound.



DOWNTOWN PARKING IS CONVENIENT, SHADED

If you're coming to downtown Cathedral City, don't worry about hunting for a parking spot. There're plenty of accessible places and they are protected from the sun.

Shaded parking is provided for 1,146 cars in a colorful new parking garage just west of Civic Center. The two-and-a-half floor structure was designed to provide parking for the 14-screen Mary Pickford Theatre, the big-screen Desert IMAX Theater, Civic Center, Town Square with its interactive fountain, restaurants and retail.

One of the few parking structures in the Coachella Valley, the \$6.1 million fully sprinkled facility is being financed by a 30-year tax increment bond which is retired by taxes generated as a result of an increase in assessed valuation.

Access to the building is from Officer David Vasquez Road and Avenida Lalo Guerrero. ▲

The Pickfair logo is used as a decorative element on the exterior of the parking structure.

Shaded parking is provided for 1,146 cars in a colorful new parking garage just west of Civic Center.

FRAUCHIGER SELECTS PRICELESS ITEMS FOR PICKFORD EXPERIENCE

FAST FACTS

287 of the Fortune 500 companies have an equity interest in the Cathedral City area (Coachella Valley).

Only 25% of Coachella Valley land has been developed. Build-out is projected for 2030.

The Coachella Valley median housing price is the lowest in Southern California.

The current population of Cathedral City is 42,647... a 22% increase since 1990.

There is an average of 3.3 persons per household in Cathedral City.

The median age in Cathedral City is 32.0 years.

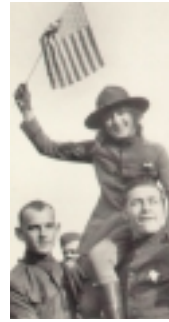
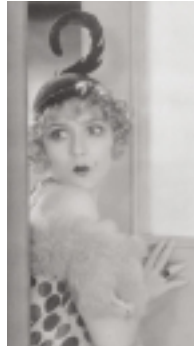
Per capita retail sales increased by 18% during calendar year 2000.

Cathedral City is the second largest sales tax producer of all Valley cities.

Average family income in 1999 was \$43,746.

Only 10.5% of the City's housing stock is for seasonal or recreational use.

69.2% of occupied housing units in Cathedral City are owner-occupied.



Fritz Frauchiger has been charged with the daunting task of selecting one-of-a-kind items from the estate of legendary silver screen star Mary Pickford and her actor/musician husband, Buddy Rogers, for display in the Mary Pickford Theatre and Experience.

Deciding which priceless objects will have the greatest impact on the public and designing exhibit areas is all in a day's work for Frauchiger, formerly executive director of the Palm Springs Desert Museum and vice president of the Palm Springs Air Museum.

He is under contract with the Cathedral City Redevelopment Agency to serve as curator for the exhibit area of the 14-screen theater.

By using specific objects, video, lighting and story boards, he brings to life the inspiring legend of the Academy Award-winning actress's life.

With her first husband, actor Douglas Fairbanks Sr., she was an international ambassador, recognized as a film star throughout the world, and an astute businesswoman in a man's world. She and her husband founded United Artists with W.C. Griffiths and Charlie Chaplin.

She appeared in 85 films, including "Taming of the Shrew," "Daddy Long Legs," "My Best Girl," (co-starring with Buddy Rogers) and "Coquette," for which she earned the motion picture industry's first Academy Award, in 1929. ▲

FESTIVAL OF FESTIVALS BRINGS "BEST" TO PICKFORD

The "best" films from film festivals throughout the world come to Cathedral City each fall when the City hosts the Coachella Valley Festival of Festivals.

The Mary Pickford Theatre is the site of opening and closing night premieres, as well as screenings of films picked by audiences and/or juries as favorites during the festival's 10-day run, this year, Oct. 25-Nov. 4. The 14-screen theater's design with separate reception areas easily accommodates gatherings for film industry groups.

Additional screenings and events take place at other theaters and venues throughout the valley during the Festival of Festivals, being produced as an annual event by Craig Prater Productions. ▲

"DIAMOND" SCULPTURE REFLECTS BASEBALL

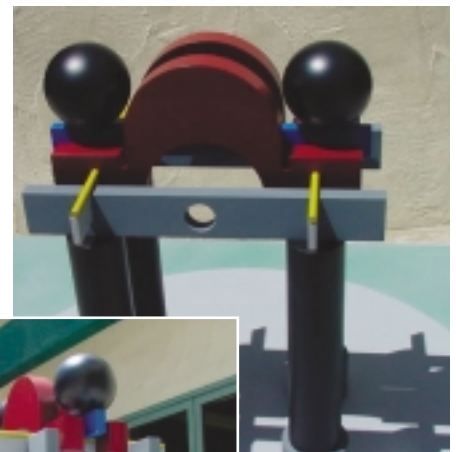
"Diamond", an 18' painted steel and concrete sculpture at Patriot Park, corner of Date Palm Drive and Dinah Shore, is destined to be the first piece of art commissioned by the City's Public Arts Commission.

Designed and fabricated by Richard M. Johnston, professor of art at California State University, San Bernardino, the sculpture is based on abstract forms relating to baseball.

Spheres, baseball-bat-like supportive columns and schematic views of the infield combine to make a visually pleasing structure that invites viewers to walk under the arch form to directly experience the sculpture and the park setting. It will be installed at the park in the spring of 2002.

The commission's long-range plan calls for a second phase of the project, a "maze" constructed of recycled concrete forms that will fill the space between "Diamond" and the Big League Dreams sports complex fence.

Johnston has public sculpture on exhibit throughout the United States, as well as one piece in Japan. ▲



Model of the first piece of art commissioned by Cathedral City's Public Arts Commission, titled, "Diamond".

FOUNTAIN OF LIFE WINS A.I.A. AWARD

The Fountain of Life in Town Square has won the Award of Honor at the 2000 design awards program of the American Institute of Architects, Inland California Chapter.

Reuel Young, A.I.A., Jennifer Johnson, artist, and Susan Moeller, redevelopment director, accepted the second-place award, which was the only Coachella Valley project to gain recognition. The first place Award of Excellence was won by St. Paul the Apostle Church in Riverside and five entries won lesser awards of merit.

The interactive Fountain of Life serves as an attraction where children throughout the valley play and cool off during the heat of summer.

In paying tribute to the fountain, the three jurors in the design competition described the stone structure adorned with mosaics as "a unique and original work, well scaled to the community and wonderfully tactile in its expression."

The 44 entries in the competition were submitted for projects built or commissioned in San Bernardino and Riverside Counties by chapter architects, as well as by architects from other areas of the country. ▲



FAST FACTS

The Cathedral City median income is approximately 10% higher than the Valley as a whole.

Cathedral City is a desirable location for office activities.

Projected demand by the year 2005 exceeds 450,000 square feet.

Population projections and buying patterns indicate the ability for the City to support an increase of over 50% in dedicated retail space in the next 15 years.

The Cathedral City economy is 'year round' with the lowest quarterly sales tax receipts representing 24% of the total and the highest equaling 27%.

Quarterly sales tax receipts have increased by an average of 19% during 1999.

During the first half of 1999, Cathedral City showed the greatest increase in hotel room sales of any valley city.

NEW BUSINESSES FILL CENTERS



Trader Joe's, Starbucks and Banner Mattress Co. are the newest tenants to join Target and other businesses in the Canyon Plaza North Shopping Center. Additional tenant pads are available on the east end of the center.

The 10,000 sq. ft. Trader Joe's features specialty items, dried fruits and nuts, fine wines, confections and exotic products from around the world.

Directly across East Palm Canyon Drive, at the Canyon Plaza South Shopping Center, Legacy Express just expanded its operation with the addition of a 42,000 sq. ft. warehouse. Many other businesses in that center offer goods and services to improve and decorate the home. ▲

FOUR-STAR HOTEL PLANNED ALONG EAST PALM CANYON

Plans are in the works for the development of a four-star hotel with a 25,000 sq. ft. conference center on the south side of East Palm Canyon Drive.

Paul Shillcock, economic development director, said a national firm, BCN, has signed a memorandum of understanding with the City's Redevelopment Agency for the upscale hotel, whose guests will be afforded privileges at a golf course to be built at the nearby Ritz Carlton Hotel.

Development of hotels is the first priority in the City's economic development efforts, not only because they bring

visitors to the city to shop in stores and dine in restaurants, but also because they generate room taxes to pay for police, fire and other essential city services, he said.

Shillcock said the proposed hotel features 300 rooms, a restaurant, spa and a conference center that can accommodate a growing market that's been largely overlooked in the valley, mid-size groups.

It will be located just east of another major planned project, the \$122 million Arbours gay-friendly retirement resort. ▲

JESSUP PLAZA IS NEWEST EDITION TO CATHEDRAL CITY AUTO CENTER

Cathedral City is home to the new Jessup Auto Plaza.

HIGHWAYS

US Interstate 10 provides access from the Coachella Valley west to Los Angeles and east across the country to Florida.

State Highway 111 serves as a link for the communities within the Coachella Valley and Imperial County.

State Highway 86 connects the Coachella Valley with Imperial County, San Diego County and Mexico.

State Highway 62 joins the Coachella Valley to the Morongo Valley and Twenty-nine Palms to the northeast.

State Highway 74 connects the Coachella Valley with San Diego County and Mexico.

Known for almost 65 years as Plaza Motors in Palm Springs, the dealership brings to Cathedral City Cadillac, Pontiac, Oldsmobile, Buick and GMC sales and service.

The Jessup Auto Plaza, located on an eight-acre site on the south side of East Palm Canyon Drive at Perez Road, is now part of the expanded Cathedral City Auto Center.

Improvements made to the street in that area showcase the Jessup Auto Plaza, as well as automobile-related businesses that have relocated along Perez north of East Palm Canyon.

They include Valley Smog, Auto Inn, M-2 Auto Body, Sun Air Wheel Alignment, Crystal Chrysler service and repair shop and a Chevron Station and mini market on the southeast corner.

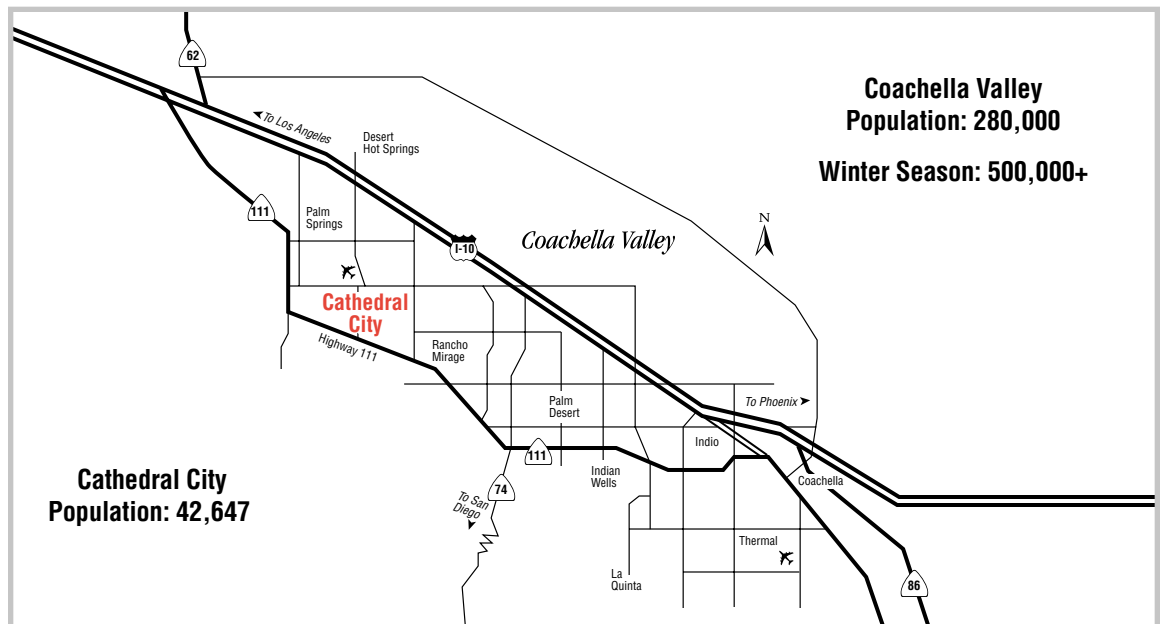
This growth is the result of the city's investment in infrastructure as an economic development incentive. Only two lots remain.

The Cathedral City Auto Center has the largest number of gay auto mall franchises in Riverside County.



In addition to those provided at Jessup, they are: Acura, Chrysler, Honda, Isuzu, Jeep, Lexus, Mazda, Mitsubishi, Plymouth, Saturn, Dodge, Hyundai, Toyota and Volvo.

Located elsewhere along East Palm Canyon Drive in Cathedral City are Ford, Mercury, Nissan, Kia, Subaru, and Daewoo. ▲



CITY COUNCIL MEMBERS:

MAYOR: **George Stettler**

MAYOR PRO TEM: **Gregory S. Pettis**

COUNCILMEMBERS: **Sarah Di Grandi, Kathleen J. De Rosa, Charles "Bud" England**



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